

CLAIMS

What is claimed is:

- 1 1. A method for using a weighted model to conduct a propensity study,
2 comprising the steps of:
3 (a) creating a model;
4 (b) calculating a score for a plurality of individuals based on survey information
5 and the model, wherein the score indicates a propensity to have a particular
6 attitude, behavior or demographic; and
7 (c) wherein the model sets forth a plurality of characteristics and a weight of
8 each of the characteristics for calculating the score.
- 1 2. The method as recited in claim 1, and further comprising the step of
2 compiling the individuals and the associated score.
- 1 3. The method as recited in claim 2, and further comprising the step of sorting
2 the individuals on the list based on the score.
- 1 4. The method as recited in claim 3, wherein the individuals are sorted on the
2 list by ranking the same.
- 1 5. The method as recited in claim 1, wherein the model is created using
2 individual information including information stored in a database.
- 1 6. The method as recited in claim 5, wherein the individual information
2 includes credit card information.
- 1 7. A computer program product for using a weighted model to conduct a
2 propensity study, comprising:
3 (a) computer code for creating a model;

- 4 (b) computer code for calculating a score for a plurality of individuals based on
5 survey information and the model, wherein the score indicates a propensity
6 to have a particular attitude, behavior or demographic; and
7 (c) wherein the model sets forth a plurality of characteristics and a weight of
8 each of the characteristics for calculating the score.

1 8. The computer program product as recited in claim 7, and further comprising
2 computer code for compiling the individuals and the associated score.

1 9. The computer program product as recited in claim 8, and further comprising
2 computer code for sorting the individuals on the list based on the score.

1 10. The computer program product as recited in claim 9, wherein the individuals
2 are sorted on the list by ranking the same.

1 11. The computer program product as recited in claim 7, wherein the model is
2 created using individual information including information stored in a
3 database.

1 12. The computer program product as recited in claim 11, wherein the individual
2 information includes credit card information.

1 13. A system for using a weighted model to conduct a propensity study,
2 comprising:
3 (a) logic for creating a model;
4 (b) logic for calculating a score for a plurality of individuals based on survey
5 information and the model, wherein the score indicates a propensity to have a
6 particular attitude, behavior or demographic; and
7 (c) wherein the model sets forth a plurality of characteristics and a weight of
8 each of the characteristics for calculating the score.

1 14. The system as recited in claim 13, and further comprising logic for compiling
2 the individuals and the associated score.

1 15. The system as recited in claim 14, and further comprising logic for sorting
2 the individuals on the list based on the score.

1 16. The system as recited in claim 15, wherein the individuals are sorted on the
2 list by ranking the same.

1 17. The system as recited in claim 13, wherein the model is created using
2 individual information including information stored in a database.

1 18. The system as recited in claim 17, wherein the individual information
2 includes credit card information.

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